

Client: Beier

Date: 16 March 2012

Description: Supreme Smash Test
Challenge: Video Script 3 – Penetration Test

Job #: 4216

Writer: Alexis

SEE:	HEAR: Tim Wells
<p>(Wide shot (establishment), to mid shot)</p> <p>Outside on the tarmac car park, Tim is standing with one of the team members, with a Bova shoe box under his arm</p> <p>Show quick cut montage of what we did to the shoe</p> <p>Back to Tim</p> <p>Mid shot reveals he is holding a box in his hands</p> <p>Points down at his shoes</p>	<p>Tim: Hey there, and welcome back to the Bova Supreme Crash Test Challenge guys...</p> <p>And yes we're here again on another demolition mission after we got ourselves well and truly burnt on the Hotplate Challenge! What a bummer! We had such plans for that baby!</p> <p>But no sweat! You'll remember we threw out the challenge to you to find a test that would really slamdunk a Bova...</p> <p>Well this dude came up with a brilliant idea... get this...the Bova Bremen here, (with it's optional additional steel midsole), claims that it can withstand penetration from glass, nails, screws etc...</p> <p>That's with the additional steel midsole granted...you do have to ask for it if you want it they say, but that's still quite a hectic claim, I don't think I'd try that out with these guys...</p> <p>But Mr. Bova here says he's prepared, he's ready for anything... because of this smart little midsole</p>

<p>Tim takes one of the shoes out of the box and turns it over</p> <p>c/u's of shoe, showing Tim running his finger along rubber sole where the steel midsole is positioned inside...</p> <p>He takes the steel midsole out of the box... show c/u's as he turns it around Tim holds shoe up and speaks to it...</p> <p>Tim walks over to a pile of broken glass and tacks, he has the shoe in his hand...</p> <p>We see the glass and tacks in a pile</p> <p>Tim's talking to the shoe again</p> <p>Dylan is putting on the shoes Cut back to Tim for the C/U line</p> <p>See action</p>	<p>inside - that you can't even see, by the way!</p> <p>Ok Mr. Bremen, you do look like a fairly mean number, and we know your secret weapon, the steel midsole, is tucked away in here, in this ultra hectic, double density polyurethane sole, a bit like a shark hidden away in murky water...</p> <p>This is what it actually looks like... looks pretty thin to me, hmmm, will you hold out little buddy? We gonna see soon!</p> <p>'Cos we've got a whole heap of nasties lined up for you... and this is where the fun begins for us! Ha!</p> <p>Let's see... what have we got here for you... a nice pile of broken glass, and a shedload nasty, sharp tacks...</p> <p>And we're gonna test that grand claim buddy... and you're gonna find out what it feels like to be at the sharp end! (He winks at camera)</p> <p>Dylan's doing the honours here today! Sharp man Dyls! (aside to camera) it really pays to be the boss, and I don't do pain!</p> <p>Dylan's lacing up now, he's going to give these daddies a real run for their money!</p> <p>OK Dyls off you go! Right across the glass and tacks...and back again...go Dylan go! And again! Jump on the glass man! Jump!</p>
---	---

<p>Dylan lifts his foot up to show the sole of one shoe</p>	<p>Ok... let's see what damage that's inflicted...</p>
<p>Tim is digging around in a large toolbox</p>	<p>Huh? Well the polyurethane soles are holding up alright... Jeez man, I hope this shoe's not going to give us another run around....</p>
<p>He comes up with three packets of screws....</p>	<p>Ok... well time to get a little mean I think.. Hmmm...</p>
<p>Show speeded up images of Dylan screwing all the screws into the wood...</p>	<p>I think we should kick off with these heavy-duty brass screws... O Yeah... We're going to screw these sturdy babies into this piece of wood to make it that little bit more unpleasant to walk on.... Hear that Mr. Bova Bremen.... Better tauten up those thin steel midsoles of yours hehehehe!</p>
<p></p>	<p>Ok ready Dyls? Cool, way to go buddy, start off a little slow now, not too much pressure I don't like screaming ... and I don't like the sight of blood hey, so go easy with your weight on them...</p>
<p></p>	<p>The screws are sinking in... feel anything Dyls? No! I can't believe it! OK so try a little more pressure... nothing? Huh! How about your full weight? Can you manage that? Geez... the screws are totally into the sole, and Dyls has got his full weight on them! Can't you feel a thing? Not a thing? (Dyl's can be heard to say, "Feels like there's something under the sole, that's all")</p>
<p>Tim is rummaging around in the tool box, thowing things out, a hammer comes out.... He fiddles some more and comes up with two packets of nails</p>	<p>That's impossible! There's got to be something sharper and meaner in here...hmmm.... Let's see...</p>

<p>Tim has the shoe in one hand and the packets of screw in the other and is talking to the shoe</p> <p>See the crew hammering nails frantically into another piece of wood, which is placed on some bricks to make it look more like a nail bed</p> <p>See action</p> <p>Show action... Cut back to Dylan's face from the shoe on the nail bed Show action</p> <p>Keep cutting back and forth from shoe on the nail bed, to Tim talking and Dylan's face</p> <p>We see Dylan taking off the shoes... Tim picks up one and examines the sole, turning it around and looking into the inside</p>	<p>Well how about some nails, huh Mr. Bova? Yeah! I've got some packets here... some really big, nasty mammas...</p> <p>And to make sure we make our point this time... we're gonna make you a nice little nail bed to rest on... that'll stop you dead in your smart ass Bova tracks buddy... you're not going to get the better of us this time...this time you're gonna SUFFER dude!</p> <p>Dyls are you ready? Cool, are we ready to roll crew? Good lets nail this dude, once and for all...</p> <p>Remember the rules Dyls, no heroics, so screaming and please NO BLOOD, take it easy, ease your foot very gently onto them, because I can't see Mr. Bova taking this punishment unscathed...</p> <p>Ok guys there he goes... one foot... OK there? Then the other one... gently now... well the nails are sinking into the sole I can see that... still nothing Dyls? No feeling? Put some more wieight on them slowly now... check this out... he's got his whole weight on them, and the wood is flippin' bending and... still nothing? Whaaaat.... Try jumping a bit Dyls... This is insane! This is crazy... check how hectic this looks and Dylan is smiling...give me a freaking break!!!!</p> <p>Take them off, let's have a look at them close-up... You can see where the nails and</p>
---	---

<p>He is getting angrier and angrier... and starts smacking the nails tips with the sole of the shoe</p> <p>The crew have to pull him off the shoe</p> <p>Cut to final scene with Tim, who is straightening his cap and lab coat, and putting his glasses back in place, clearly calming himself down for the camera... he holds his hands out to the side in a sign of defeat...</p> <p>Tim is pointing at the camera</p> <p>Talking to the camera...</p>	<p>screws have penetrated the soles...but not a single bump inside... this is just insane!!!</p> <p>This is just so wrong! Wrong, wrong... wrong... Bastad!!</p> <p>Well we tried, don't say we didn't try... and I'd rather not talk about it anymore right now... but it's another resounding bomb out! Bova Safety Footwear 3, Supreme Smash Test Team... A big fat Zero!</p> <p>So it's over to you... I'm talking to you! I'm counting on you... for the love of Mike! Find a challenge for us... we need a serious challenge to out-smart these smart ass Bova guys...</p> <p>So we're not done yet! Because I swear, we won't rest until we nail them for good! ... Just watch us!</p>
--	--

--	--